

LEO BURNETT COMPANY, Inc.

Ad No. 2887—Snow Shoe Lights Up—Reg. No. 84547—Page—4/c Blend—55g² x 75g²—TV Guide, 1972 (A)
Printed in U.S.A.



**Come to where
the flavor is.**

18 mg "tar," 1.2 mg nicotine
av. per cigarette, FTC Report Apr. '72

Warning: The Surgeon General Has Determined
That Cigarette Smoking is Dangerous to Your Health.

Marlboro
RED CIGARETTE



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